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Research article

Education

ISLAMIC SCHOOL EDUCATION SERVICE MARKETING STRATEGY

伊斯兰学校教育服务营销策略

Wiwit Wahyuni^a, Almasdi Syahza^{b, c, *}, Dudung Burhanuddin^c

^a Student of Postgraduate, Riau University

Pekanbaru, Indonesia, wiwitwahyunigeo@gmail.com

^b Institute of Research and Community Services (LPPM), Riau University

Pekanbaru, Indonesia, almasdi.syahza@lecturer.unri.ac.id

^c Lecturer at the Postgraduate Program, Riau University

Pekanbaru, Indonesia, dunglah123@gmail.com

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Abstract

This study aims to obtain the strategy for education services marketing by applying the 7Ps concept (product, price, promotion, place, people, process and physical evidence) of the educational services marketing mix in the Integrated Islamic Senior High School. This study used a descriptive qualitative method, and data was collected through documentation, observation, and interviews. The informants surveyed were the principal, deputy principal in the public relations field, teachers and education personnel of the Directorate General of Teachers and Education Personnel (GTK), students, and student guardians. The results showed the success of applying the 7Ps concept. They include (1) the product of offering the general and religious aspect; (2) prices meant to target the middle-upper class economy; (3) a place that received official permission from the government to be located on a highway supported by an adequate land area; (4) the promotion implemented in online, print, internal, and word of mouth activities; (5) the friendly, caring and serving community, such as the GTK, implementing activities that can maintain school human resources quality; (6) the physical evidence, adequate and representative space and building availability, and (7) the process and the implementation of daily Teaching and Learning Activities (KBM) combining students' cognitive and moral enhancement. The 7Ps concept in marketing educational services is the success of Islamic schools from its competitors.

Keywords: marketing educational services, Islamic schools, marketing mix

摘要 这项研究旨在通过应用综合伊斯兰高级中学教育服务营销组合的 7P 概念（产品，价格，促销，位置，人员，过程和实物证据）来获得教育服务营销策略。这项研究使用了描述性的定性方

法，并且通过文献记录，观察和访谈收集了数据。接受调查的信息提供者是公共关系领域的负责人，副负责人，师生总局（GTK）的老师和教育人员，学生以及学生监护人。结果表明，成功应用了 7Ps 概念。它们包括（1）提供一般性和宗教性的产品；（2）旨在瞄准中上层经济体的价格；（3）经政府正式许可的地方，位于有足够土地面积支撑的高速公路上；（4）在在线，印刷，内部和口口相传活动中实施的促销活动；（5）诸如 GTK 之类的友好，关怀和服务社区，开展能够维持学校人力资源质量的活动；（6）物理证据，足够的和有代表性的空间和建筑物的可用性，以及（7）结合学生的认知和道德提升的日常教与学活动（知识管理）的过程和实施。营销教育服务中的 7 聚苯乙烯概念是其竞争对手伊斯兰学校的成功。

关键词: 营销教育服务，伊斯兰学校，营销组合

I. INTRODUCTION

Marketing is the process of creating demand and pursuing the existence of customers and their potentials. Competition exists everywhere, and the education services sector tends not to be exempted [1]. Competition between schools is increasing with the number of private schools that are emerging [2].

The presence of these private schools helps prove that the fulfillment of human rights to education tends to be fulfilled. The responsibility in making this possible do not only belongs to the government but also to the community. However, the presence of new schools helps increase the number of educational institutions that positively impact educational services. This impact tends to be enjoyed by consumers of educational services, including the students and their guardians or parents.

Based on the Ministry of Education and Culture data, Pekanbaru City has 43 private schools, the highest number in Riau Province. The fact is that for them to have the highest number of schools, the competition level between those schools tends to be high [3]. This fact proves the existence of various creative and innovative efforts by the educational providers to continue to explore the uniqueness and excellence of their schools. Therefore, the rate at which schools tend to need and have interest in the users of education services are high, and due to this, schools try their possible best to provide the student's expectation and needs. The enactment of Law no. 20 of 2003 concerning the national education system, which is the juridical basis for the management of education in Indonesia, provides educational institutions with authority to manage education within the institution. The introduction of educational institutions to the community is pursued through the way of marketing educational services. As

highlighted in [4], marketing educational services are necessary. This means that marketing educational services are something that is meant to be done by schools. Schools need to do marketing to promote their vision and mission to meet the community's needs, making their programs heard and widely spread [5].

Furthermore, marketing is something that needs to be carried out by schools [6]. Therefore, the function of marketing in educational institutions is to form a good image of the institution to attract a specific number of students. Also, schools must carry out strategies for school marketing to maintain and increase the number of existing students.

The inability of schools to "sell" and market their educational system tends to result in a lack of popularity in the community's eyes, reducing the number of students. Schools need new students because it tends to be the starting point for their assignments [7]. The marketing of educational services does not aim to commercialize educational services but is meant to be the schools' responsibility to introduce their uniqueness and excellence according to their needs and interests to the community [8]. The marketing of the educational services and also the increase in the loyalty of customers enable schools to plan the right strategy to review the market and the needs of educational customer service. A marketing strategy is a plan of an organization to do marketing by introducing itself to the community [8]. The marketing mix in educational services finds evidence of a market-based approach while studying the schools and encouraging their development [9].

The Imam Syafii Integrated Islamic High Schools (SMA IT) in Pekanbaru applies a marketing model for educational services when all schools are under the Ministry of Education and Culture. This school was established in 2015

and has contributed to the intense competition for various private schools. This school aims to fulfill the spirit of parents who want their children to maintain Islamic values based on the Al-Quran and Sunnah while they are integrated into the national curriculum. The students are enriched with a religious curriculum and a national curriculum, which helps achieve the students and their guardians.

This Integrated Islamic High School is also actively involved in the academic and non-academic activities outside the school learning process. The school participates in various competitions that bring to them an achievement at the district, provincial and national levels. Furthermore, schools also produce graduates that can compete in various universities nationally. The Integrated Islamic High School needs to socialize the school existence with all its advantages and achievements to the community. The basic form of this socialization is through the school marketing activities carried out by the electronic and non-electronic media, which tends to introduce the school to the community.

The loss in the existence of schools is caused by the lack of recognition of an educational institution. Therefore, society began to abandon it and impact reducing the number of students [10]. The principal stated that it is not difficult for the Imam Syafii Integrated Islamic High School to get new students as other private schools are complaining. There is always progress in increasing the number of students, most especially for schools that are only five years old. Moreover, the Integrated Islamic High School is one of the top 10 private schools that the community demands for. This ranking can be seen from new students' data in private schools summarized annually by the School Principal Consultative Work (MKKS). The Integrated Islamic Senior High School now competes with the existing superior schools such as Dharma Yudha, Santa Maria, Kalam Kudus, As-Shofa, Babussalam, It-tihad, Al-Bayyinah, and Cendana.

This study focuses on the marketing strategy for the educational services at Integrated Islamic Senior High School Pekanbaru that attract the students' parents. This program is unique and helps in learning more about the marketing strategy for school's educational services. Moreover, the sub-focus is limited to the marketing strategy for the educational services with the concept of implementing seven aspects of the marketing mix of educational services that include products, prices, promotions, places, people, processes, and physical evidence.

The objective of this study was to describe the strategy of marketing the educational services by applying the concept of the 7Ps to the Integrated Islamic school in Pekanbaru. The results are expected to contribute to the development of the concept of educational administration, most especially in the field of marketing educational services. Also, it is expected to provide benefits for schools, such as the input and recommendations in the preparation of a marketing strategy for educational services both regionally and nationally.

II. RESEARCH METHODS

This study was conducted in Pekanbaru City using the Imam Syafii Islamic Integrated High School as the subject. The research scope is the implementation of the concept of the seven aspects of the educational services marketing mix in an effort to improve the quality of education services, especially in senior high schools in the city of Pekanbaru. This study also used the qualitative descriptive method. All data obtained were described qualitatively because the marketing strategy in schools tends not to be measured by numbers but by details and descriptions. Also, Syahza explained that the descriptive method aims to obtain a systematic, factual, and accurate picture of the facts [11].

The primary data were obtained from the actions taken and the informants observed through interviews and recorded by written down notes or voice recordings and taking photos or videos. The in-depth interviews were limited; their results were analyzed into the primary data source [12]. The school principals, vice-principals in public relations, teachers and education personnel, students, and student guardians were the primary data source. The supporting data for analysis acuity were secondary and served as the primary data amplifier. The secondary data were obtained from the official school documents in the Imam Syafii Islamic Integrated High School profile in Pekanbaru. The profile includes student data, alumni distribution, school performance, extracurricular activity, assignments, public relations work programs, school collaboration outside parties, New Student Admissions (PPDB) documents, tuition fees, and the teaching programs.

The data were obtained through documentation, observation, and interview techniques and processed using data analysis techniques based on the Miles and Huberman model [13]. The data were selected and simplified in the form of points related to data

reduction. The data presentation was in the form of a systematic strategy of the educational services marketing mix with the 7Ps concept. Information is strengthened from the parents' interview with the author's edits that make it clearer and easier to understand. However, from the presentation of data, complete integration was carried out to produce conclusions.

III. RESULTS AND DISCUSSION

There are seven keys to marketing education: program, price, promotion, place, human resources, processes, and physical facilities. The physical facilities and advantages are considered the most important marketing strategies, while price and premium are the least important [14]. The provision of educational services with the same quality and cost helps to encourage the development of educational institutions. Educational services make it possible to overcome barriers and unlock the potential for the development of educational institutions [15]. The school leadership's policy is to implement a marketing strategy for educational services through the 7Ps concept to increase Islamic schools' competitiveness. This application is expected to improve education services and the quality of learning in Islamic schools.

A. Educational Services Marketing Mix Strategy

1) Product

A product is something that producers offer to consumers to meet their needs. Therefore, the need for education consumers is the quality of their education that provides satisfaction for students while viewing the school programs and services provided. The Integrated Islamic Senior High School (SMA IT) is one of the agencies related to the national education system that helps formulate educational programs following its vision and mission. Also, the SMA IT becomes the mandate of the Law on the National Education system to produce strong students, spiritual-religious, self-control, personality, noble character, intelligence, and skills.

The balances of religious education give birth to Integrated Islamic Senior High School programs integrated between general and religious subjects. The school's vision was stated in the document administration section to become a high-quality school, inspire progress, have Islamic nuances rahmatan lil alamin, and become one of the favorite Islamic schools at the national level. Various school programs, such as the products offered to students, are meant to realize

the school's vision and meet the community's needs for Integrated Islamic education.

The flagship program of the Qur'an is manifested through the Tahsin, tahfiz, and Tahsin Tahfiz (TT) extracurricular programs. In the process, tahsin is carried out simultaneously with tahfiz, and this is when students make their way of learning how to commit something into memory. However, ustazah helps correct the reading error, and at the beginning of the lesson, the ustad or ustazah Tahsin Tahfiz (TT) tends to read the surah. Students listen before memorizing them, and this is done when they know the correct reading before memorizing the surah. The minimum target that students are meant to pass is three juz (parts of Quran), and this is seen from the number of verses that have been paid, reading fluency, and the accuracy of the makhraj letters. Through the minimum target set by the school, it becomes a way for them to memorize the Al-Quran. This means that children need to be familiar with the practice, and this target becomes a form of habituation that, during the learning process at school, they did not waste any time.

Foreign language flagship program: The choice of Arabic and English as the flagship programs becomes the basis of the Integrated Islamic Senior High School. However, it makes Arabic be the necessary language regarding being a Muslim school. The school's purpose is to make their school-leavers continue education in religion and master their competence in English that is a universal language and use in the whole world. Thus, Integrated Islamic Senior High School graduates tend to continue their studies abroad.

Furthermore, the Islamic Integrated High School tries to meet the accreditation requirements of the Islamic University of Madinah. Moreover, this collaboration helps the students of the Islamic Integrated High School to continue their studies abroad. The language program is realized by determining language days, such as using two days for Arabic and two days for English. Strengthening is also carried out through the Arabic and English extracurricular programs held once a week with a duration of 60 minutes of learning.

Moral excellence program: Moral formation requires a long time and a continuous process that children's daily lives become the parents' hope to have a good attitude. The school's seriousness in educating students' morals is carried out by creating a habituation program that indirectly fosters good spirit and morals in the students. The students' morals are not always

filled with formal activities but by relaxing and fun, the teachings of the moral building, through watching with inspirational stories from what they memorize in the Al Quran. Moral formation starts from forming habits in doing an istiqomah activity and finally becomes a habit and necessary even though it is not easy. The fact is that students are to make the simple habit both in the form of worship and manners to parents that tend to educate them morally all the time. These programs improve students' morals, disciplined moral building, softening of the heart, caring for others, being humble and happy to share.

Olympic class: The balance between religious knowledge and general science is from the school's attention to the progress and improvement of the quality of the subjects. This balance is achieved through the opening of an Olympic class as preparation for the prestigious events and also some other things such as Mathematics, Natural Sciences (MIA), Social Sciences (IIS), and Information and Communication Technology (ICT). The school olympiad activity is one of the programs implemented by several universities, and this is also a school promotion event.

Outing class: Learning in the classroom could not provide more experience to students. Therefore, the school accommodates the activities outside the classroom to give students more experience about what they do not learn in their formal classroom. The cooperation between the government and private agencies helps provide opportunities for students to carry out their lecture activities. The limitations of tools used for practicum in schools tend to be overcome through this activity because the facilities, such as the visit location provided by the agencies, are more complete, for example, the visitation made to the Riau University Arboretum area, the UNILAK Faculty of Forestry Arboretum, the Rumbai Caltek Polytechnic Laboratory, and the Assessment Institute for Agricultural Technology (BPTP).

Extracurricular activities: Extracurricular activities provide a complete learning experience, and all the learning abilities are developed optimally. The extracurricular programs are carried out at the Integrated Islamic High School based on student documents for 2019. They include tahfiz, English, Arabic, futsal, kempo, swimming, archery, basketball, horse riding, writing, computers, and scouts. Scouts are synonymous with outdoor activities, and they both carried out some activities such as hiking, outbound, and camping that students learned many lessons from. These lessons include how to

train cohesiveness, the ability to socialize and cooperate, train leadership skills, care, responsibility, emotional management, obeying rules, and courage. Learning achievement and sociality, independence and self-development, and relaxation form motivation to do outdoor activities. The most dominant factors are learning, and socialization and outdoor learning allow managers to socialize in some aspects of sustainable behavior in schools [16].

2) Price

Prices are known as all costs incurred to obtain educational services offered [17], and the foundation of the school system determines the price or cost of education. The increase in the schooling price annually brings about the increase of tuition fees and Education Development Assistance (SPP) every year.

The students are expected to have six sets of clothes, and there is an additional cost for women's uniforms because of the rules that guide them to wear the veil. The school provides all the books needed by the students; therefore, they do not have to worry about buying any books outside. Schools also provide special facilities for new students in the form of (a) students not going to the next level are given a 30% discount from the nominal development. (b) Those students that have biological siblings are given a 10% discount, and (c) students that excel to be the 1st, 2nd, and 3rd winners also get a 50% discount from the construction and development costs.

3) Place

Integrated Islamic High School is located on the main route of Soekarno-Hatta road, Perhentian Marpoyan Village of Marpoyan Damai District in the Pekanbaru City. The land where the school was built was owned by the Riau Imam Asy Syafi'i Cendikia Foundation (YISCR). The school's location is one of the school marketing tools that tend to influence the choice of the students. The school location and facilities greatly affect the demand for educational services [14].

However, to have access to the school is very easy, and there are no obstacles or congestion because the school is on the main road Soekarno-Hatta. The school's visibility with its physical existence is another point that needs to be considered because the school is a large building with a height of three floors, which makes it clearly visible from the main road. The school has a two-story building mosque about 50 meters from the school gate, which increases its visibility. The school parking facilities for teachers and education personnel, students, and guests are quite extensive. There is every

tendency to expand and develop educational facilities that support the learning of the students. However, the Integrated Islamic Senior High school is located on 3.8 acres. It can develop because the location helps support the marketing of education services. Also, an adequate parking area supports the strategic school location; smooth access, traffic, and the building conditions, the availability of land make it possible for the expansion of schools.

4) Promotion

The promotional activities are one of the principal's priority work programs that help introduce Integrated Islamic Senior High Schools to the community. Promotion is carried out through media, both print and electronic, which helps in marketing the education services. Social media in the form of Facebook and YouTube through the sitistv channel help to publish the school's achievements and activities. It is also a forum that helps in preaching Islam by sharing religious advice packaged lightly and attractively. Social media is a means for schools to continue carrying out promotional activities throughout the year actively. School's activeness to keep updating school activities and achievements is one way to continue to socialize and introduce schools to the community. The most effective marketing activities in terms of the promotion are advertising, public relations, and personal change [8].

The school uses print media in the form of brochures, calendars, pens, paper bags, and banners during the admission period. The school also prints a profile book containing the school vision, mission, motto, organizational structure, achievements, and institutions that are in collaboration with the Integrated Islamic High School. Also, promotion is carried out internally at school and by word of mouth through their family, friends, and acquaintances. Moreover, the teachers actively promote the school by making it known to the community through their personal and group WhatsApp status and on Instagram. Most time, the parents indirectly discuss Integrated Islamic Senior High School with their family and acquaintances. Furthermore, internal promotions were also carried out to recruit students of Integrated Islamic Junior High Schools to continue to the same high school level. The school introduction activities such as cycling using the SITIS jersey, social activities, general studies, and a grand cycle help bring the national scale religion teachers together, attracting many people to come to the school environment.

5) People

Teachers are at the forefront of providing services to students, and due to this, everything they do tends to reflect in the quality of the school. The Integrated Islamic Junior High School teachers are caring and friendly to students by showing concerns, conducting home visit programs, and controlling their social media. The school also ensures that the quality of human resources received is in line with the school's criteria. Therefore, strict selection is carried out in recruiting the teachers with the selection from the administrative, preliminary interviews, insights and understanding, academic or technical abilities, microteaching, psychological tests, and final interviews. The teachers' improvement training and classroom supervision are carried out to maintain the quality of learning. They are also accommodated to study religion through moral strengthening studies and religious insights, Arabic classes, and daily recitation reports. According to Purnomo et al., the instructions given to the students by their teacher encourage them to work independently, extract comprehensive information, and give a good point during academic discussion [18]. Furthermore, the study of Sergeeva et al. stated that the professional development of teachers needs to be improved to provide educational services to customers. This improvement increases their teaching work in the living systems, constant creative search, and readiness to implement innovative activities [19].

6) Physical Evidence

The physical evidence concerns all the existing facilities in the Integrated Islamic High School. The school has a representative building, and the availability of the room is adequate and good enough, but the equipment and materials for laboratories are still in the procurement stage. The teachers' competency that has been accredited also proves that the school maintains the quality of education. The effort of facilitation and conditions is significant and affects the intention to make school choices. Therefore, the students' guardians make choices based on the facilities provided by the education provider [20].

7) Process

This process is a series of activities that support teaching and learning activities to form the expected graduates [21], helping produce graduates who balance general science and religion and have Islamic morals. The fact is that these morals are manifested through daily activities that provide a balance of general insight, religion, and student morals.

The teachers are always filled with spiritual cleansing, morning dhikr, and routine infaq while spending 15 minutes for the daily lessons in the homeroom. The teaching and learning activities in the class take place for nine lesson hours every day and are mixed with the religious routines enabling them to shape the students' morals and personalities. The morals and personalities shaped include dhuha prayers, zuhur congregations at mosques, sunnah ba'diah and qobliyah prayers, recitation of the Al-Quran, and the picket mosque.

B. The Impact of Applying the 7Ps Concept on School Sustainability

The scope of the research results is the application of a marketing strategy with the concept of 7 aspects of the marketing mix of educational services, including product, price, promotion, place, people, process, and physical evidence at SMA IT. The school has implemented a marketing strategy for education services by the 7Ps concept since its establishment in 2015. This Integrated Islamic Senior High School policy resulted in achieving educational services with the accreditation excellent (A) in 2018. These criteria help to strengthen the competitiveness of Islamic boarding schools in society. The ability of the school to be trusted by outsiders in the collaboration of education development in Riau Province is one of the achievements made. The purpose of the collaboration is to support the improvement of the quality of the learning process. Therefore, Integrated Islamic Senior High School collaborates with several governmental and private agencies to provide a broader learning experience for students. This strategy is in line with the study of Gushchina that the determining factor for the growth of educational effectiveness in the global education space is educational services. The actual problems with the education system are the lack of linkages between the labor and the education service market, the decline in the quality of higher education in a country, the reduction in the intellectual potential of the youth, and the weak commercialization of education [22].

Furthermore, the community's appreciation for pesantren has increased the competitiveness of their students to become students of the Integrated Islamic Senior High School. Every year, there is an increase in students' interest, but in terms of quotas, they are very limited. The increase in demand impacts the selling price of educational services, which makes the school increase the cost of development and tuition fees

for education. The price of education at the Integrated Islamic High School shows a target for the middle and upper class structure. Therefore, the parents feel that the costs they spend are comparable and make sense with what they get. The facilities provided by the school are in the form of a building, and the building conditions are good and comfortable. The availability of a school mosque and the form of service received are deemed to be appropriate. This policy contributes to the welfare of teachers and education personnel. The high selling of the school's power always complements the needs for learning and educational facilities.

IV. CONCLUSION

The success of building an Islamic school is evidenced by the increase in the competitiveness of students. The community's educational services are strongly influenced by the school's quality and policies to achieve their target. This strategy is in line with parents' expectations that want their children's education to be fulfilled.

Integrated Islamic Senior High Schools carried out this effort through product offerings that include superior programs from the Koran, Foreign Languages, and Morals. The criteria for graduates who can memorize at least three chapters of the Qur'an are realized through the Tahsin and Tahfiz extracurricular activities. The Transdisciplinary Play-Based Assessment (TPBA) and extracurricular activities help the students speak Arabic and English and have good character. The success of the pesantren in reaching the students' high quality was carried out through the concept of the seven aspects of the educational services marketing mix. This is known as the 7Ps concept, and they include product, price, promotion, place, people, process, and physical evidence. The application of this concept was carried out in a chain by each internal party in the school, such as students, teachers, policymakers, student guardians, and external parties that collaborate with the schools.

This study serves as a reminder that marketing of educational services is not meant for profit but how the marketing activities arranged by schools serve as a medium of spelling out the school's vision to the community. However, the profile of the school graduate that matches the educational goals tends to be produced. The teachers and school principals provide the best service to students as users of educational services, both in the educational process and in shaping the student's character. The education service marketing policy implemented in Islamic schools is an effort to increase the competitiveness of

schools. The education service marketing strategy may tend to develop by following the needs of education service users.

The novelty of the results of this study is to provide benefits from theoretical and practical aspects. Theoretically, the research results can contribute to the development of the concept of educational administration, especially in the field of marketing educational services. From a practical point of view, it is hoped that it can provide benefits for schools, especially senior high schools (SMA), as a material for consideration and recommendations in the formulation of educational service strategies through marketing high school level education services.

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